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“The Customer Experience”

A Mission for a Memorable Museum

M eet and greet people with enthusiasm and a handshake, make it up front and personal

E xplain who you are, and how you will structure the visit, Remember: talk **to** people, not **at** them

M ake connections immediately. Where have they come from? Reasons, local, family etc.

O rganise the visit focus to the Target Markets, (THEL) age appropriate tasks for children

R emember: you are there to make it memorable for them, **not** easy for you,

A lways' use people's names, it makes people feel valued and important.

B ring out individual interests and build on them

Localise and emphasise

Exit with thanks for the visit, comments and donations.

The Maggie Law Maritime Museum, Gourdon, DD10 0LW,

www.maggielaw.co.uk

Tel: 01561 361855





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Mission Statement

Our aim is to provide a high quality, accessible visitor experience, about the heritage of the Maggie Law, Gourdon, and the rich maritime heritage of the Wild and Rocky Coast of Kincardineshire.